BRITISH COLUMBIA
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BC Stats

Infoline

Contact: bcstats.infoline@gov.bc.ca *Issue: 10-12* *March 26th, 2010*

- **BC's population expands 1.6% during 12 months ending January 1st**
- **Number of British Columbians receiving EI benefits drops 7% in January**
- **BC robbery rates down in 2008**

Population

- **British Columbia's population was estimated at 4,494,232 on January 1st, 2010, up 1.6% from a year earlier.** This represented the continuation of strong year-over-year population growth for BC. Among the provinces, only Alberta (+1.9%) saw a faster increase over the last 12 months. The Canadian population grew to 33,930,830 (+1.2%) over the same period. *Data Source: Statistics Canada*

- **BC's population growth during the last three months of 2009 was largely the result of a net inflow (+9,027) of migrants from other countries.** Natural increase (births minus deaths, +2,965) and net migration from other provinces (+2,306) also contributed to the province's population boost. There was a net inflow of migrants from every region in the country except Nunavut during the fourth quarter. The largest number of in-migrants to BC arrived from Alberta (+5,058) and Ontario (+3,054). Alberta (-2,780) saw the most substantial net outflow of population to other provinces. *Data Source: Statistics Canada*

The Economy

- **The number of British Columbians receiving regular employment insurance (EI) benefits dropped (-7.0% *seasonally adjusted*) to 81,480 in January, a decline of over 6,100 recipients since December.** Nationally, the number of EI beneficiaries was down a solid 6.4% (-47,700 recipients to 698,780). Total recipients decreased across the country, but drop-offs were most pronounced in larger provinces, particularly BC, Ontario (-8.8%), and Alberta (-14.8%). Despite recent declines, the total number of EI beneficiaries remains substantially higher than a year ago for both BC (+36.0% over January, 2009) and Canada as a whole (+19.8%)

Data Source: Statistics Canada

Crime

- **Police in British Columbia reported 5,391 robberies in 2008.** This puts the province's robbery rate at 123 per 100,000 population, down 3.7% from the previous year and a whopping 22.1% below the rate recorded in 1999. Among the province's Census Metropolitan Areas (CMAs), both Vancouver (–4.9% to 170.8 in 2008) and Victoria (–9.2% to 73.5) saw rates dip between 2007 and 2008. On the other hand, robbery-crime rates are estimated to have increased in Abbotsford and Kelowna. Of Canada's nine largest cities with populations of 500,000 or more, Vancouver ranked second highest, behind only Winnipeg (232.7). The lowest rate was recorded in Kitchener, Ontario, at just 46.6 robbery-related crimes per 100,000 population in 2008.

Nationally, 32,281 robbery-motivated criminal acts were reported in 2008. The Canadian robbery crime rate stood at 96.9, down 6.7% from 2007 levels. Half (50%) the reported robbery crimes occurred in outdoor public locations, such as streets and parking lots, with a further 39% taking place at a commercial or institutional locale, such as a convenience store or bank. Robberies that happened at residences, such as home invasions, accounted for just 10% of robberies that occurred nation-wide in 2008.

Data Source: S.C. Cat. # 85-002-X

Report **Public Sector Engagement and Service Satisfaction: What do They Have in Common?**

Did you know...

Nearly three-quarters (72%) of British Columbians consider a retailer's environmental performance when choosing a store to shop at. *Source: Ipsos Canada*

Health

- **Over the 2007 to 2009 period, most (90%) Canadians aged 6 to 79 had adequate concentrations of vitamin D in their blood to maintain bone health.** However, about five percent of men and three percent of women were considered vitamin D-deficient, with the highest prevalence of deficiency seen among men aged 20 to 39 (7%). Low levels of vitamin D can lead to osteoporosis in adults.

  Factors related to low concentrations include winter season, non-Caucasian racial backgrounds and less frequent intake of milk.

  Children aged 6 to 11 years and seniors aged 60 to 79 years were most likely to be above the adequacy cut-offs. Causes for this include the fact that young children were more apt to drink milk at least once a day, while older adults may be more likely to derive more vitamin D from supplements.

  Data Source: S.C. Cat. # 82-003-XIE

- **It is estimated that over 40% of Canadians aged 20 to 79 have an unhealthy level of total cholesterol.** Although there is no substantial variation between sexes, high total cholesterol levels do tend to increase with age. Between 2007 and 2009, unhealthy levels of "bad" cholesterol peaked among those aged 40 to 59, with 43% registering unhealthy levels. About 30% of Canadians aged 20 to 79 have low levels of "good" cholesterol, with no notable difference between age groups. Most young Canadians (aged 6 to 19) have normal "bad" cholesterol levels, but a relatively lower percentage of children and youth in this age group have levels of "total" cholesterol within normal ranges.

  Over a third (36%) of Canadian adults (aged 20 to 79) who don't have a healthy level of "good" cholesterol are obese. By comparison, only about 16% of those with a healthy level of good cholesterol are obese.

  Data Source: S.C. Cat. # 82-625-XIE

Newspapers

- **In 2007, operating profit margins for Canadian newspaper publishers were up for the first time since 2003.** The rate of decline for operating expenses (-1.9%), including wages, salaries and benefits, outpaced a slight slip in revenue (-0.3%), pushing the industry's overall operating profit margin up to 14.6%, more than a full percentage point above that of 2006 (13.2%). Daily newspapers experienced slight declines in their sales of advertising space (-0.4%) as well as for the revenues earned from circulation sales (-1.3%). However, community newspapers saw a 7.2% rise in circulation revenues, while their advertising incomes remained unchanged.

  Although overall newspaper revenue was highest in Ontario, Western Canada had by far the strongest margin of profit in 2007 (22.9%), well above that for Canada as a whole (14.6%). *Data Source: Statistics Canada*

Internet Use

- **Online Canadians spend more than 18 hours a week on the Internet, even more than the estimated 17 hours spent watching television.** Internet usage increased by three hours in an average week last year, while the number of hours spent watching television also rose (up one hour from last year). Other media, such as newspapers, radio and magazines have all remained relatively stable in the last year. *Data Source: Ipsos Canada*

The Nation

- **Following a similar climb in January (+0.7%), Canada's composite index of leading indicators advanced a further 0.8% in February, as nine of the ten indicators rose.** The housing market posted the most significant increase, while the average workweek was the only component to decrease.

  Data Source: Statistics Canada

For data originating from Statistics Canada, data sourced to 'Statistics Canada' has been retrieved from CANSIM, the agency's electronic database; otherwise the source is identified as 'SC' plus the catalogue number.

Infoline Report

Contact: Angela Matheson
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originally published in
Business Indicators Issue 10-01

Public Sector Engagement and Service Satisfaction: What do They Have in Common?

The *Public Sector Service Value Chain (SVC)* has the attention of all levels of government as a key approach to building citizen trust and confidence in public institutions. The links forming the *SVC* propose how employee engagement could translate into more satisfied customers, and thus greater citizen trust and confidence in public institutions[1].

The public sector service value chain links three elements of public sector performance.*

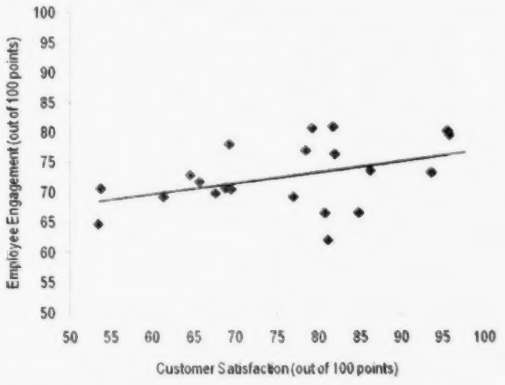
**Heintzman & Marson 2005*

Canadian researchers have discovered the complexity of the relationship between citizens' service satisfaction and their trust and confidence in government (Citizens First 5, 2008)[2]. Yet, research documenting the link between citizens' service satisfaction and employee engagement is still in its early stages[3]. As a result, BC Stats investigated the nature of this relationship by pairing engagement scores from the *BC Public Service Work Environment Survey (WES)* program alongside customer and client satisfaction feedback collected for 21 work units in 2008 and 2009[4]. The work units belonged to 11 different provincial ministries responsible for a variety of service delivery operations (i.e., administrative, financial, social, resource and independent offices). The analysis of these work units encountered some expected and unexpected findings about the relationship between employee engagement and the satisfaction of the services they provide to their customers/ clients.

Is there a relationship between employee engagement and service satisfaction?

The analyses confirmed the existence of a moderate correlation between employee engagement and customer satisfaction[5]. In work units where employee engagement is higher, so is customer satisfaction, and vice versa. The converse is also true. In work units where employee engagement is lower, so is customer satisfaction, and vice versa. Thus, the way customers view the quality of services that any given work unit provides is influenced by how engaged employees are in those work units.

As employee engagement increases so do customer satisfaction scores.



[1] Heintzman, R. & Marson, B. (2005). People, service and trust: is there a public sector service value chain? *International Review of Administrative Science*, 71(4), 549-575

[2] Erin Research Inc. (2008). *Citizens First 5.* Institute for Citizen Centred Service and the Institute for Public Administration of Canada, Toronto.

[3] BC Stats & The Region of Peel (2008). Public Sector Service Value Chain: Linking Employee Engagement and Customer Satisfaction. Report prepared for the BC Gov't.

[4] Customer/client satisfaction measure was derived from the *Common Measurement Tool* and is available online at: http://www.iccs-isac.org/en/cmt/

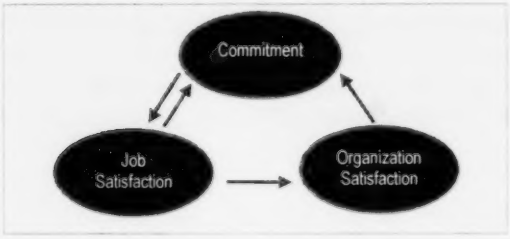
[5] Based on a Pearson Correlation (one-tailed), r = 0.42, $p<0.05$

BC Stats further investigated how service quality could be impacted by the engagement of those who are providing the services. Approximately 13% of the variation or differences in customer/client satisfaction scores could be explained by changes in employees' level of engagement; however, this effect just bordered on statistical significance[6].

Which characteristic of engagement has a stronger link to customer/client satisfaction?

In the BC Public Service, employee engagement is considered to be a multi-dimensional construct and is measured by three mutually reinforcing characteristics: commitment, job satisfaction and organization satisfaction[7]. The scores from these three characteristics are combined to produce the overall employee engagement score for work units across the BC Public Service. Scores from each of these characteristics also may be analysed separately.

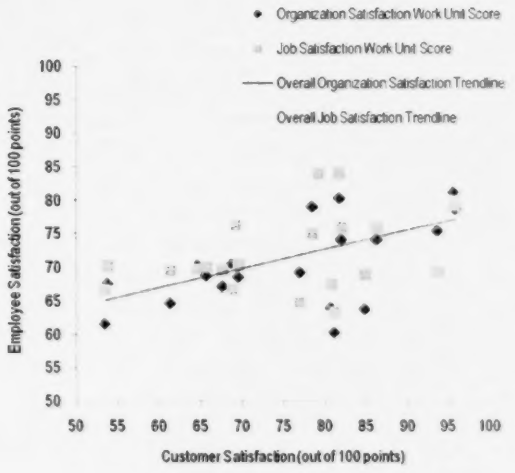
Engagement is measured by three distinct and mutually reinforcing characteristics.



Job satisfaction is measured by employees' overall satisfaction with their job, while organization satisfaction reflects their overall satisfaction with the organization they belong to (i.e., provincial ministry, agency, office or commission of the province). Commitment is a combination of employees' satisfaction with the BC Public Service and their preference to stay in the BC Public Service even if offered a similar job elsewhere.

BC Stats explored job satisfaction, organization satisfaction and commitment separately to learn how each linked to customer/client satisfaction. Analysis revealed that a moderate relationship existed between service satisfaction and two out of the three characteristics of engagement[8]. No significant correlation existed with commitment, while organization satisfaction had a prominent edge over job satisfaction in its relationship to customer/client satisfaction. In both of the latter cases, customer satisfaction rises as organization satisfaction or job satisfaction increases. Likewise, if scores decrease in one area (either organization or job-related), we can expect to see a decrease in customer satisfaction as well.

There is a link between customer/client satisfaction and two engagement characteristics.



[6] Based on a linear regression, $\beta = 0.42$ and $R^2 = 0.133$, marginally significant at the 0.058 probability level.

[7] BC Stats (2008). *Making the most out of the model: An employee engagement user guide for the BC Public Service*. Report prepared for the BC Government

[8] Based on Pearson correlations (one-tailed) between organization satisfaction and customer/client satisfaction, $r = 0.52$, $p < 0.01$; for job satisfaction and customer/client satisfaction $r = 0.414$, $p < 0.05$; for commitment and customer/client satisfaction $r = 0.173$, $p > 0.05$.

These findings demonstrate that the three engagement characteristics do not influence customers/clients' satisfaction of services in the same manner. Studying engagement as an average of these three characteristics may actually be diluting the employee link with service satisfaction. How committed employees are to the Public Service has no relationship to how satisfied their customers/clients are. The link may be better understood by focussing only on the other two characteristics instead.

Which characteristic of employee engagement has the strongest impact?

While knowing that relationships between customer/client satisfaction and both employee organization and job satisfaction exist, a more useful piece of information would be in knowing which one of these characteristics has a stronger impact on customers/clients' views.

Analyses determined the best predictor of customer satisfaction to be organization satisfaction. Employees' satisfaction with their organization accounted for 23% of the differences in customer satisfaction ratings. The overall effect organization satisfaction has on customer/client satisfaction was statistically significant; for every two-point increase in organization satisfaction, customer satisfaction likewise improved by one point[9].

Improving employees' organization satisfaction leads to higher customer/client satisfaction.

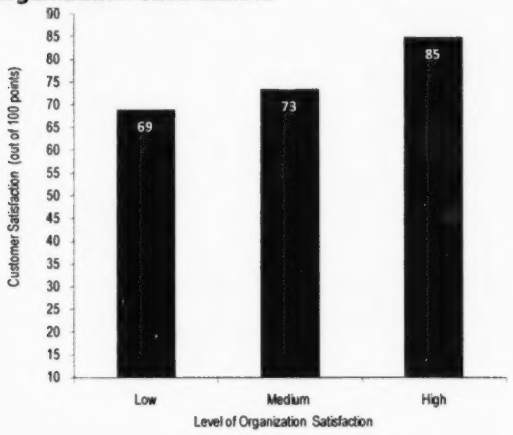
What kind of difference does employees' organizational satisfaction have on the services they provide?

The impact that organization satisfaction has on customer/client satisfaction can be better understood by comparing customer/client satisfaction scores between work units with different levels of organization satisfaction[10]. Work units with employees reporting low organization satisfaction received scores averaging 69 points (out of 100 points) on customer/client satisfaction. Conversely, work units with high organization satisfaction, received scores that were 16 point higher, averaging at 85 points on customer/client satisfaction.

[9] A regression analyses determined that 27% of the variance in service satisfaction could be explained by all three characteristics, but their individual contributions (β) reached significance for organization satisfaction only ($p < 0.05$). Multicollinearity compounded problems between job and organization satisfaction. A regression using organization satisfaction yielded significant results, $\beta = 0.52$ and $R2 = 0.23$, $p < 0.05$.

[10] Levels were based on the percentile ranking of scores. Work units with 'low' organization satisfaction fell within the 33rd percentile (scores < 67 points). Work units with 'medium' satisfaction had scores ranging from 68–74 points. Work units with 'high' organization satisfaction were on the 66th percentile and above (scores > 75 points).

Work units with employees reporting higher organization satisfaction received more positive feedback than those reporting lower organization satisfaction.



The differences in customer satisfaction levels suggest that as employee organization satisfaction increases, there is a definite improvement in the perceived quality of products or services these employees are providing to their customers[11].

Where do we go from here?

As a multi-dimensional construct, employee engagement has a complex relationship with service satisfaction. In the context of the SVC, the results suggest we shift the focus from employee engagement per se to organization satisfaction. This does not mean however that we ignore the other two engagement characteristics. Both are considered to have important relationships with organization satisfaction as per the *Employee Engagement Model*[12]. What it might mean instead is that different dimensions of engagement could influence other aspects of organizational performance outside of the SVC. For example, commitment may have a stronger relationship with turnover rates, while job satisfaction may have a stronger connection with productivity. Both possibilities are potential avenues for future research.

The present findings further underscore that the organization matters, not only for the employees, but also for the people they are delivering their services to. When it comes to satisfaction about the organization and the services provided, employees and their customers/clients have much in common. Employees' satisfaction with their organization can affect the satisfaction of those who are receiving services from government. If employees' are not satisfied with their organization, most likely their customers/clients will not be either. Therefore, government human resource policies directed at understanding and improving the organizational satisfaction of its employees will pay-off in terms of better service to the public[13].

[11] An analysis of variance post hoc Tukey test revealed a significant difference in customer satisfaction between work units with high and low levels of organization satisfaction ($p< 0.05$).

[12] BC Stats (2008). *Making the most out of the model: An Employee Engagement User guide for the BC Public Service*. Report prepared for the BC Government.

[13] Caution is advised in generalizing the findings due to the small number of work units having data available for the analysis. Findings should be retested on a larger sample of work units across the BC Public Service

Infoline

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Email transmission information service from BC Stats

also on the Internet at www.bcstats.gov.bc.ca or choose RSS

BC at a glance . . .

POPULATION (thousands)	Jan1/2010	% change on one year ago
BC	4,494.2	1.6
Canada	33,930.8	1.2
GDP and INCOME (Revised Nov 9)		
(BC - at market prices)	2008	% change on one year ago
Gross Domestic Product (GDP) *($ millions)*	197,931	3.3
GDP *($ 2002 millions)*	164,520	0.0
GDP *($ 2002 per Capita) (reflects revised pop)*	37,529	-1.7
Personal Disposable Income *($ 2002 per Capita)*	25,931	3.2
TRADE ($ millions, seasonally adjusted)		% change on prev. month
Manufacturing Shipments - Jan 2010	2,850	4.2
Merchandise Exports - Jan 2010	2,180	0.3
Retail Sales - Jan 2010	4,634	0.0
CONSUMER PRICE INDEX	% change on	12-month avg
(all items - Feb 2010)	one year ago	% change
BC	1.2	-0.1
Vancouver	1.2	0.0
Victoria	1.0	0.0
Canada	1.6	0.4
LABOUR FORCE (thousands)		
(seasonally adjusted)	Feb 2010	% change on prev. month
Labour Force - BC	2,482	0.0
Employed - BC	2,290	0.4
Unemployed - BC	192	-4.3
		Jan 2010
Unemployment Rate - BC *(percent)*	7.7	8.1
Unemployment Rate - Canada *(percent)*	8.2	8.3
INTEREST RATES (percent)	Mar 24/2010	Mar 25/2009
Prime Business Rate	2.25	2.50
Conventional Mortgages - 1 year	3.60	4.50
- 5 year	5.25	5.55
US-CANADA EXCHANGE RATE	Mar 24/2010	Mar 25/2009
(avg. noon spot rate) Cdn $ per US $	1.0267	1.2245
(closing rate) US $ per Cdn $	0.9753	0.8140
AVERAGE WEEKLY WAGE RATE		
(industrial aggregate - dollars)	Feb 2010	% change on one year ago
BC	813.74	2.0
Canada	814.44	2.1

SOURCES:

Population, Gross Domestic Product, Trade, Prices, Labour Force, Wage Rate } Statistics Canada

Interest Rates, Exchange Rates: Bank of Canada Weekly Financial Statistics

For latest Weekly Financial Statistics see www.bankofcanada.ca

British Columbia Wage & Salary Survey

In 2009, the first-ever Wage and Salary Survey was completed by the BC Government. This survey provides up-to-date wage and salary information on part-time and full-time wages, hours of work, hiring difficulties, and vacancies for 121 of the province's most common occupations. In B.C.'s three largest economic regions (Vancouver Island/Coast, Mainland/Southwest, and Thompson/Okanagan), the top 100 occupations were targeted, and in the five remaining regions (Kootenay, Cariboo, North Coast, Nechako, and Northeast), the top 35 occupations were targeted.

www.bcstats.gov.bc.ca/data/lss/labour/wage/

Historical Census Profiles

We have added 1986 Census Profiles to our site. This series of profiles is for development regions, regional districts, municipalities, and unincorporated areas. Recently we added detailed profiles for development regions, regional districts, municipalities, unincorporated areas and Indian reserves from the 1996 and 1991 censuses. Registration is required for access.

www.bcstats.gov.bc.ca/census.asp

Aboriginal Peoples Profiles - BC

Province-level profiles have been added to this series. These profiles provide comparisons of the socio-economic conditions of the Aboriginal populations as well as profiles of Aboriginal groups such as First Nations, Métis, and Status Indians using data from the 2006 Census.

www.bcstats.gov.bc.ca/data/cen01/abor/ap_main.asp

Released this week by BC Stats

- [no releases this week]

Next week

- Business Indicators, March 2010
- Tourism Sector Monitor, March 2010
- Current Statistics, March 2010

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